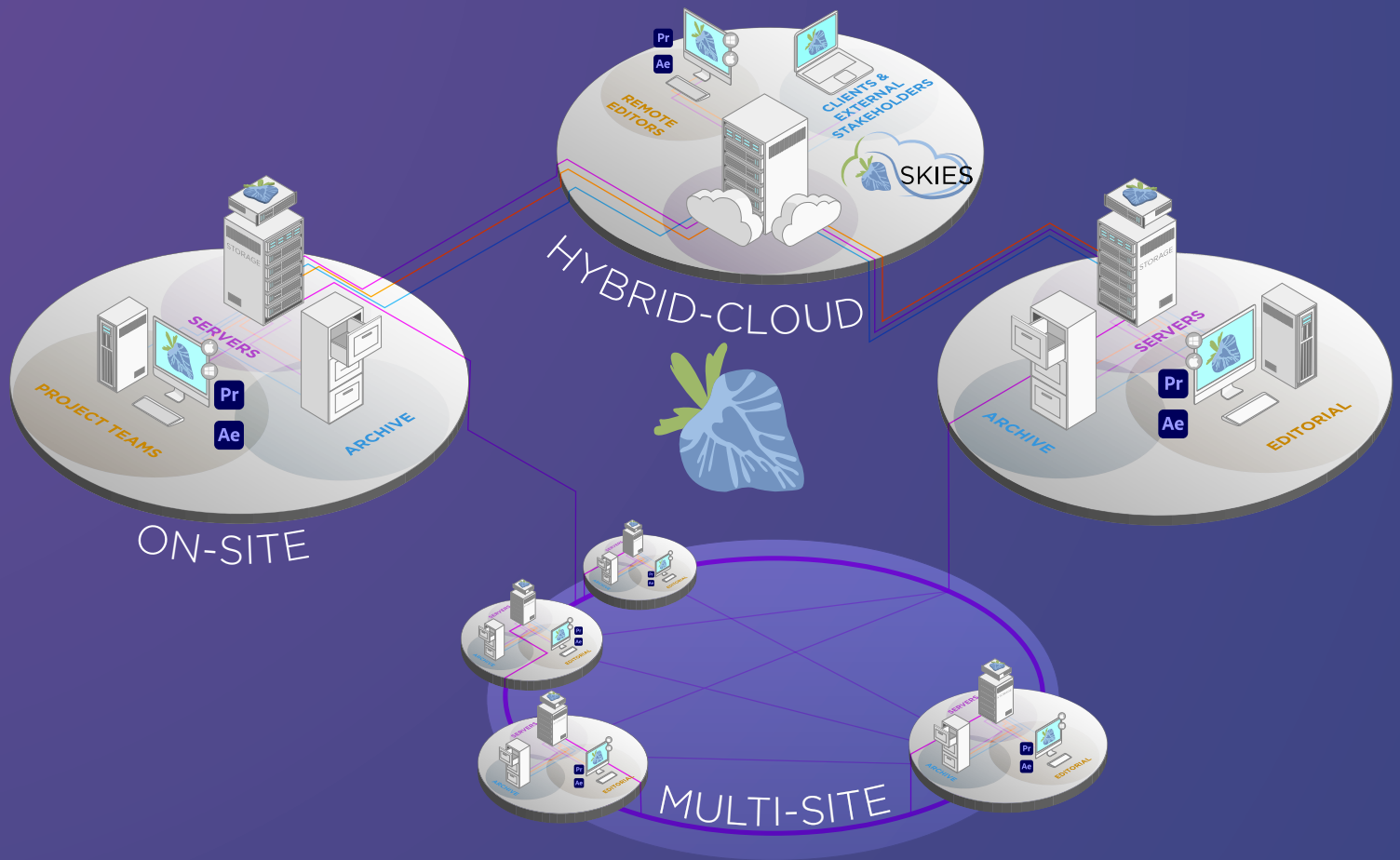


# ADOBE WORKFLOWS WITH STRAWBERRY

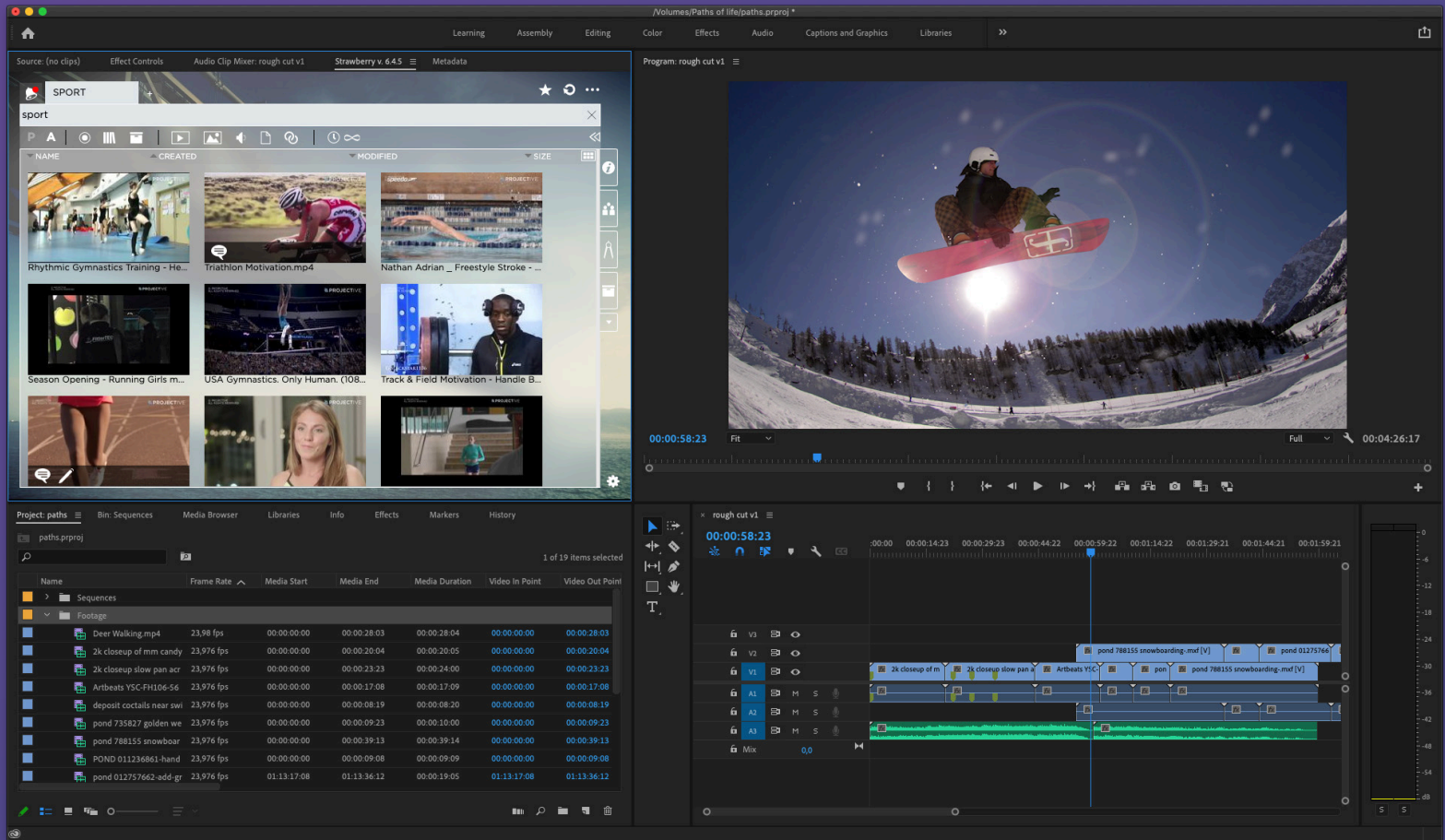


Adobe Creative Cloud's flexibility is beloved by many editors, especially in comparison with the relatively restrictive structures of other creative tools. But as post-production teams grow, the lack of media management becomes a double-edged sword, leading to duplication, media offline errors, decreased security, and a lot of frustration with larger teams. Projective's workflow engine Strawberry brings structure to post-production workflows by combining the needs of the creative team with the requirements of the IT personnel. In use by post-production facilities, broadcasters, and advertising agencies worldwide, Strawberry automates media management for Adobe workflows, so creators can focus on being creative. Simply put, Strawberry protects artists from themselves, and gives engineering teams the means to manage the flood of incoming content. Strawberry is a collaboration platform for post production, enabling creative users to search, ingest, manage, and utilize media files within a collaborative project environment.

A major element of Strawberry is the integration into the Adobe Creative applications Premiere Pro and After Effects, and the ability to manage Adobe Photoshop and Illustrator assets, for both on-prem and remote users.



# ADOBE INTEGRATION & ADOBE PANEL

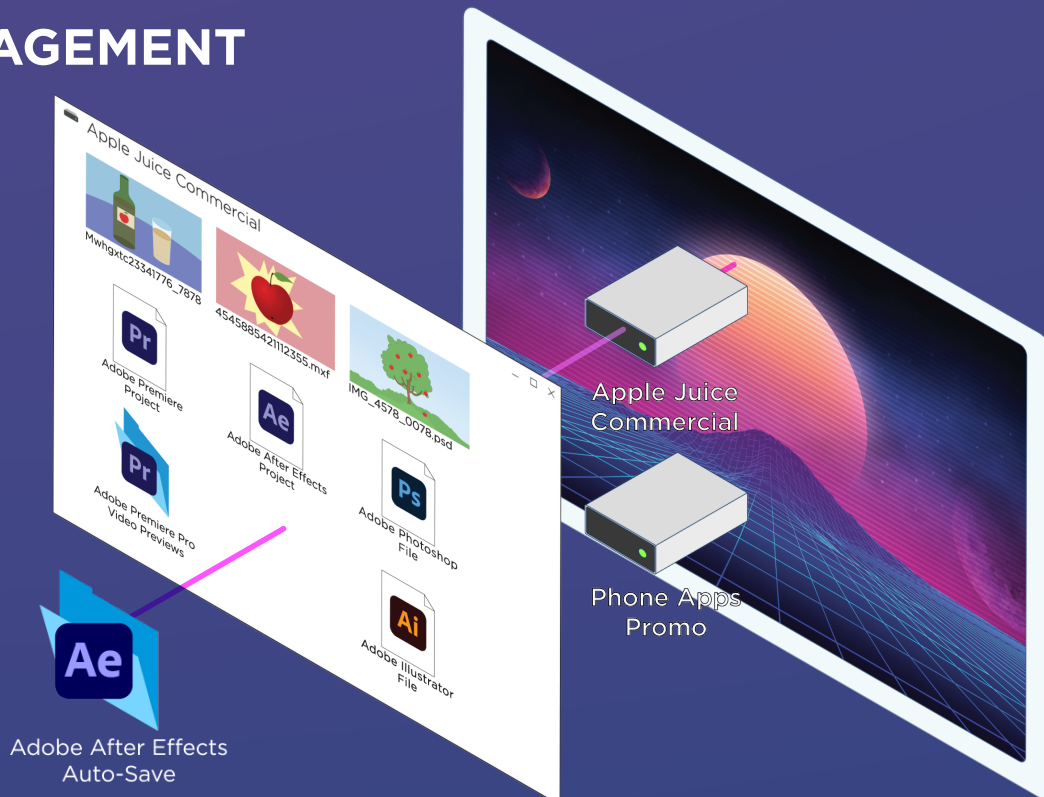


Strawberry facilitates collaboration between Adobe users by establishing a project-driven workflow across IT storage infrastructure. Strawberry's feature-rich Adobe panel allows users to ingest, search and share content in a highly intuitive way. It is easily installed as a plug-in for both Premiere Pro and After Effects, meaning users never have to leave their creative application window to search, preview, and ingest files into their timeline. Users can import clips, folders, sequences, or entire projects through the panel.

## ADOBE FILE MANAGEMENT

Creators don't need storage; they need a place to work on their projects. Strawberry presents all media and project files for a specific project as a single "virtualized" container, so they don't have to even think about storage location. They only get access to projects and files that they are allowed to see, which ensures security and ease of collaboration. All of this across a range of users, including remote workers and freelancers.

One additional major benefit is that if Adobe users are importing files or clips from local storage devices, Strawberry will automatically ensure those files will be moved to the central shared storage; this prevents common "media offline" situations for editors. When the project is completed and archived to a more appropriate storage tier, all project assets are included and are still searchable for future utilization.



# ADOBE INTEGRATION, METADATA, AND SEARCHING

Strawberry incorporates powerful asset management feature where all assets are searchable and media clips are available for instant scrubbing. Searchable metadata about each media file or clip can come from a variety of sources.

Users can add metadata during import, and embedded Adobe XMP metadata is automatically extracted from the project. Also, any markers and descriptions annotated on the clips are archived and extracted for future searches.

Strawberry creates proxy previews from a wide range of professional media file formats and codecs, including previews from Adobe Illustrator files and layer previews from Adobe Photoshop files. This means that users do not need to launch Photoshop to view .psd files, saving a huge amount of time.

By using the panel, Adobe After Effects artists can easily import individual media files or Premiere Pro projects.



## SKIES FOR ADOBE WORKFLOWS

Skies is a hybrid-cloud solution that works with the Strawberry on-site and multi-site platforms. It enables remote Adobe editors and external freelancers to collaborate either on proxy-based or hi-res content within the Strawberry-defined structure and without the need for high bandwidth connectivity. It is possible for users to download proxy versions of sequences or even entire projects.

Using proxy editing workflows with Adobe is simple and once the edit is complete, Strawberry can automatically relink and conform against the high-res media stored within the facility.

Any markers added by remote editors will become universally searchable for other users from within the Adobe panel.



## REVIEW & APPROVAL

Skies includes "Review & Approval" functionality that enables directors and producers to give timecode accurate feedback on all Strawberry-managed media assets. They don't even need to upload or download large files to get feedback, approval, logging, or subtitling workflows started. This not only saves a lot of time but keeps all feedback within a single platform.



STRAWBERRY offers a fully integrated project-based asset management solution for the Adobe Video Production applications to make team collaboration a piece of cake. It is a valuable tool to get the best work out of the team: allowing creative teams to be creative without wasting time on administrative tasks.



# PROJECTIVE



FOR FURTHER INFORMATION: <https://projective.io>  
[sales@projective.io](mailto:sales@projective.io)  
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